

Grand Organ plays at 9, 11, 11:45 and 4:45 Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

# The Glorious Show and Sale of Oriental Rugs Is a Sight for All the City

**"If Abraham Lincoln Were Here, What Do You Think He Would Do?"**

Often these days, when a little group of men are in a corner, or around a table, some one says: "If Abraham Lincoln were here, what do you think he would do?"

Most assuredly, George Washington, Benjamin Franklin, Madison, Robert Morris, Hamilton and Gouverneur Morris were frequently in conference to settle the various points of the Constitution of the United States.

No other document, so far as we believe, has ever been so complete, effective and held in high honor as the Constitution of the United States.

It might be considered a child of the Declaration of Independence, the first document of the Thirteen Colonies, which was so wonderfully inspired that it has never been amended; that it stands with every i dotted and every t crossed, exactly as it was written.

It is said that William Ewart Gladstone, the greatest of Great Britain's statesmen in the last century, declared that the Constitution was

"the greatest work ever struck off at any one time by the mind and purpose of man."

In Sydney George Fisher's book, "The True Benjamin Franklin," it is related:

"While the last members were signing, Dr. Franklin, looking toward the President's chair, at the back of which a rising sun happened to be painted, observed to a few members near him that painters had found it difficult to distinguish in their art a rising from a setting sun."

"I have," said he, "often and often, in the course of a session and the vicissitudes of my hopes and fears as to its issue, looked at that behind the President without being able to tell whether it was rising or setting; but now, at length, I have the happiness to know that it is a rising and not a setting sun."

One hundred and ten millions of people in the United States would, if it were possible for them to come together, acclaim their approval today of that old Constitution, whose 132d birthday we celebrate in Philadelphia, in the city where it was born.

(Signed) *John Wanamaker*

Sept. 17, 1919.

## "The Wealth of Ormuzd and the Ind"

To look at them then is to think of rugs such as dazzled the conquering Alexander, when, after his overthrow of Darius the Great, he visited the gorgeously dight tents of his vanquished Persian adversary:

Such rugs as Cleopatra made cunning use of, as fitting background for her glorious Greek beauty, when, according to legend, she smuggled herself, wrapped in a bale of rich carpets, into the presence of Marc Antony, after his victory at Actium over her armies:

Such rugs as haughty Oriental potentates, ready to set ruthless heel on the neck of the world, passed over softly and reverentially, with slippers doffed:

Such rugs as glorify the interiors of the rough skin tents of wild chieftains of the Central Asian desert, and constitute their sole treasure:

Such rugs as rich men of the East invest their wealth in, even today, as an Occidental invests his money in stocks and bonds.

Lavishly overspreading the floors, draping with magnificence the walls of the spacious Oriental Rug Room and the great avenue proceeding from it on the Seventh Floor (Chestnut, West Side), and arranged with that supreme skill in decoration which only a Wanamaker Store can display, they form

## A Sumptuous and an Unforgettable Picture!

There are more rugs than the keenest eye can count or take in their separate beauties. Starting with the little doormat only 2x3

THE delight of all beholders—the opportunity of all purchasers!

As a display, it is so impressive as to be startling. If it were an exhibition set up in Madison Square, New York, people would pay to see it.

Being set up here, all are free and welcome to view it, whilst even when they would purchase, they find prices not very expensive.

As a sale, it constitutes an important merchandising event because of the general scarcity and ascending prices of genuine Oriental rugs.

It has taken from six to eight months' work and waiting for us to assemble and prepare for you this new, large and beautiful display of rugs.

feet in size and going to 4x7-foot size, there are between 500 to 600 of the smaller rugs and upward of 1000 of the larger sizes, ranging from 6x9 feet up to the royalty of a carpet 14 feet wide and 22 feet long.

They represent our own regular and carefully selected stocks, augmented by a number of choice purchases.

"Whence do they come?"—From Persia and China; some from India, others from Turkey and a few from Afghanistan and other remote and mysterious Khanates of the wind-swept uplands of Central Asia.

They bear famous names, which in themselves vouch for their qualities: Mahal, Saruk, Herati, Kermanshah, Keashan, Bokhara, Savalon.

There is more than one antique rug among them. When we say this of any rug, we do not mean that we think it is, or hope it may be, or wish it were antique, but that we KNOW it IS strictly and unequivocally ANTIQUE.

For instance, there's a wonderful little Tike Bokhara (size about 3x6 feet) that we know is at least 200 years old, and it may be much older. Another genuine antique is a Senna Kurd, size 6x11 feet, priced \$1750.

This Rug Sale is an occasion which brings together the mystical Oriental and the matter-of-fact American on one common ground; an appreciation of beauty, as expressed in the

matchless colorings, the fascinating interweaving of wondrous designs, to be found only in a glorious Oriental rug.

## The Glories of Persian Textile Art

are represented in rugs of all sizes, and of innumerable patterns, from quaint, archaic figures of heroes, horses and maidens, to the endless combinations of ornament and conception and coloring that the subtle Eastern fancy alone can contrive:

Rugs splendid in somberness, rugs in gorgeous colorings, "shot through with a thousand hues," with here and there a rug whose creamy background is "picked out" in jewel-like designs in the daintiest, most exquisite colorings.

The Sale, however, is distinguished not only for its large and fine collection of genuine pastoral Persian rugs, but for its remarkable assemblage of rugs of Chinese weave.

These are gathered by themselves in an imposing series of groups on one side of the West Aisle, which is so brilliantly aglow with the gold and the tans and the blues peculiarly associated with Chinese art and decoration that it's not possible for the most hurried of visitors to pass that way without a halt and an instinctive salute to beauty.

It would seem quite incredible that in all the camps of all the Eastern princelings who captained the hosts of King Darius there could have been one-hundredth the number of rugs as we have here!

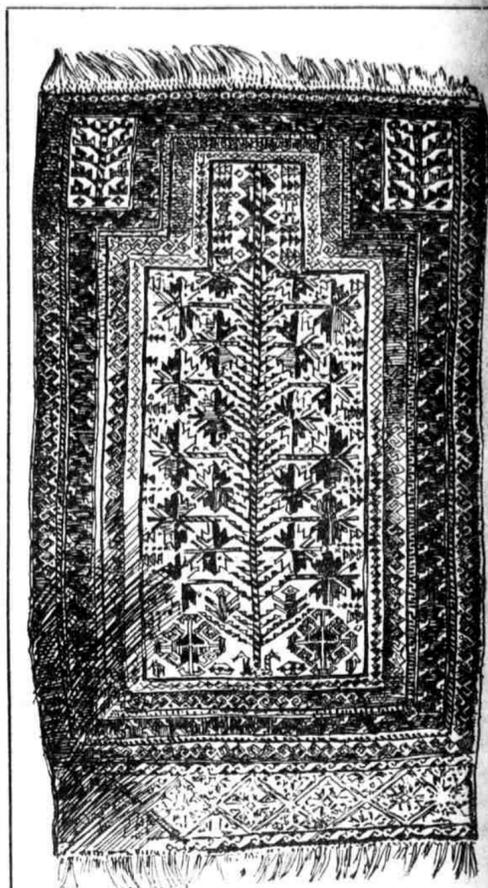
Thus the Wanamaker purchaser has really a wider selection than was at the service of Alexander, the owner of the then known world (who possibly, in weeping for more worlds to conquer, was weeping for more rugs)!

A wider choice too than had Cleopatra, for the furnishing of all her palaces; and for aught anybody knows, even handsomer rugs to choose from.

One important thing is certain; with the exception of rarities and antiques (and even these bear prices which connoisseurs recognize as moderate, in consideration of their values) it may be said of the Sale that it contains hundreds of rugs at

## Prices Possible Even for Moderate Purses!

Prices are phenomenal for these times. In many cases they are the same as they were before the war. Though they be fine and famous weaves, of genuine Oriental workmanship—rugs which, to speak with the glowing Eastern imagery, seem fit for the feet of Houris—they're not all so costly but what the feet of an American working-girl can pass over them!



**The Marks of a Beluchistan**

Red of a rich, glowing mahogany shade is the prevailing color, the patterns frequently being conventionalized or geometrical figures in dark blue, sometimes set off by subdued green or some lighter shades.

Beluchistans are usually characterized by a lustrous sheen and in general reveal their close affinity to Bokhara pieces.

One of these young business women just bought a little Chinese rug today for her room, with the remark, "I've often owned \$25, but never thought to own an Oriental rug!"

She will again be the owner of \$25, many times over, we trust, but it is not likely that she will ever again purchase a true Oriental rug at such a price.

In our judgment, one American woman, working to maintain herself or help her family, is worth a garden full of Houris, and certainly she is worth an Oriental rug.

Some one who cares for her can find it here, today, at less cost than he supposed possible. And what a royal Christmas gift or wedding gift a fine rug does make!

Of course, when the Sale ends and the rugs are scattered among thousands of appreciative homes, the prices their lucky owners paid will become as legendary as the Houris themselves.

Rugs of this kind cannot be made in this country. We lack the wonderful vegetable dyes, the clear, brilliant atmosphere which assists their action, and we lack the endless painstaking of the Eastern craftsman.

The rug that a millionaire can buy in a minute sometimes consumes twelve, even eighteen years of the patient life of an Oriental weaver. Working literally "under his own vine and figtree," at his (or her) crude loom, in his simple home, and with the conception of perfection in accomplishment in his mind, he will tie about three knots to a minute—and tie for all time to come.

And there are 300 to 650 knots to a square inch in one of these rugs!

That the Sale includes so many rugs which can be bought in a minute without one's being a millionaire is unquestionably its most interesting feature.



**Hamadans**

are so called from the modern name of the Persian city anciently known as Ecbatana. An outside band of camel's hair in the natural, undyed color is a usual characteristic of these rugs. Not infrequently, however, the fields of Hamadan rugs are woven of camel's hair and colored wools.

The extended medallion is a motif generally found in Hamadans, sometimes on a plain ground work and again over a trellis effect in two tones.

**"IN Persia you shall finde carpets of course thrummed wooll, the best in the world, and excellently colored. Those cities and townes you must repaire to, and you must use means to learne all the order of dying of those thrummes, which are so dyed as neither raine, wine, nor yet vinegar can staine."**

—RICHARD HAKLUYT, 1579.